



TRACY CALENDINE

Senior Graphic Designer

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Explore my portfolio showcasing award-winning campaigns and innovative designs:

www.tcalendinedesign.com

www.linkedin.com/in/tracy-calendine/

SUMMARY Creative leader with over 20 years of experience driving impactful design solutions and brand consistency. Known for leading teams, streamlining workflows, and delivering creative strategies that boost engagement and revenue.

DESIGN TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Print Production & Pre-Press
- Layout Design, Branding & Packaging Design
- Color Theory & Typography
- Illustration & Custom Vectors
- Iconography & Visual Storytelling
- PowerPoint Presentations
- Web Graphics
- Adobe Acrobat Proficiency

MARKETING EXPERTISE

- Brand Strategy & Marketing Collateral
- Project Management & Team Collaboration
- Digital & Print Design
- Data Visualization Tools
- Digital Asset Management
- Vendor & Budget Management

MANAGEMENT EXPERIENCE

- Prioritization & Time Management
- Mentorship of Junior Designers & Interns
- Brand Awareness & Consistency
- Cost Optimization & Process Improvement
- Managed vendor partnerships for print, signage, & digital projects

PROFESSIONAL EXPERIENCE

LeadingResponse

Graphic Designer

Clearwater, FL | April 2025 - Present

- Utilize skills and experience to edit, create and design high quality direct mail and social media images for clients. Self-managing that relies heavily on following established processes and procedures to ensure a high level of accuracy, quality with in a fast-paced environment. Self manages productivity and work within a team of other graphic designers.

Clearwater Marine Aquarium

Graphics Manager

Clearwater, FL | May 2012 - Jan. 2025

- Led graphic design initiatives that increased brand recognition by 25%, contributing to a 15% annual revenue boost.
- Streamlined workflow processes, reducing project turnaround times by 30%.
- Ensured consistent brand alignment and quality across all visual assets from concept to execution.
- Developed and executed 10+ revenue-generating campaigns annually, enhancing brand visibility by 20%.
- Managed vendor partnerships for signage, print, and specialized design projects.
- Maintained a structured digital asset library, ensuring file accessibility and backup security.
- Created custom vector illustrations, reducing reliance on stock assets and cutting design costs.
- Delivered 150+ projects on time and within budget, maintaining a 95% client satisfaction rate.
- Implemented cost-saving strategies by eliminating underutilized platforms, saving hundreds of dollars annually.

Cox Target Media/Valpak

Senior Designer, Creative Services (March 2008 – May 2012):

St. Petersburg, FL | January 1993 - May 2012

- Progressively advanced in multimedia design, illustration, and client collaboration.
- Designed marketing materials that contributed to increased customer engagement.

EDUCATION:

Central Piedmont Community College, Charlotte, NC

- Associate in Applied Science Degree, Graphic Design

CONTINUING EDUCATION:

- HOW Design: Introduction to After Effects – 2017
- LinkedIn Learning 2024 – Continuous Learning
- AdobeMAX Conference
- HOW Design Conference – 2017